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Web-Enabled Call Center Products

The importance of effective, reliable customer service cannot be underestimated for any business — especially in the growing area of e-commerce. Traditionally, if you are browsing a Web site and have a question about a product or service, you can either e-mail, fax, or phone the company to get a response. And phoning can be a burden because it involves disconnecting from your dialup Internet connection, and placing an often long-distance call over the PSTN.

Now there's a new crop of Web-enabled e-commerce solutions — practical applications that allow traditional call centers to function more efficiently, using the tools the Internet provides them with. From "call me" buttons that allow customers to make a direct VoIP call to a company, to real-time text chat and application-sharing functionality, these products offer solutions that should prove helpful for customers, call centers, and customer service agents alike. Take a careful look at how your call center is operating, and then determine how these products can utilize the vast amount of data and sales opportunities the Internet provides. If you're not addressing the needs of your Web customers, you're missing out on amazing opportunities for growth, revenue, and market analysis.

— Laura Guevin

- Enterprise Interaction Center (EIC) Version 1.3
- Live eComLive Server
- WebTouch 2.0
- Symposium WebResponse Server
- CyberCall For Applix Enterprise
- CCPRO
- CyberACD

- CIMWeb
- TeleVantage 2.1
- Web Collaboration System (WCS)
- WebLine Customer Interaction Suite
- Telesto Portal
- VocalTec Communications, Ltd.

- Docent Enterprise 4.0
- ProCenter MX Web
- eBridge
- WebEx Meeting Center
- INtelligentACD
- eContact Suite
- k-Commerce Suite

- HEATWeb
- Talkback
- Salvo
- Customer Relationship Portal
- LiveContact
- TRACK HelpDesk 5.5
- CosmoCall Universe
- Integrated Contact Center (ICC)

Enterprise Interaction Center (EIC) Version 1.3
Interactive Intelligence, Inc.
8909 Purdue Rd., Ste. 300
Indianapolis, IN 46268
Ph: 317-872-3000
www.inter-intelli.com

- EIC offers Interaction Web for Web-based advanced ACD capabilities. This functionality allows customers to e-mail queries, request callbacks, or talk or text chat with representatives in real time over IP.

- Text chat is achieved through a Java applet, and VoIP conversations are held using Microsoft NetMeeting. Video is also enabled, as well as application sharing, white boarding, and NetMeeting's many other collaborative features.

- Runs on Windows NT, and may interface with many Web servers, including those running on UNIX platforms. Dialogic voice processing cards are used for automatic callback generation, and use a Java-based graphical application generator for customized Web-based applications.

Live eComLive Server
eComLive
46750 Fremont Blvd., #207
Fremont, CA 94538
Ph: 510-353-0952
www.ecomlive.com

- Enables real-time interaction between a potential customer and a customer service representative, as well as the option for contacting the customer at a later time via e-mail, phone, or Web chat.

- Can be invoked if a customer is leaving a key area of the Web site, and keeps a database of all pages browsed by customers. Customer service representatives have access to this information, and the server can also start a VoIP phone call between the customer and the representative.

- Available on multiple platforms including Windows NT, UNIX platforms, and MacServer platform. Based on open standards, the server offers APIs for integration with open and proprietary systems, and enables a constant connection through existing and proposed firewalls and proxy systems.

WebTouch 2.0
MATRAnet, Inc.
230 Twin Dolphin Dr.
Redwood Shores, CA 94065
Ph: 650-598-4777
www.matranet.com

- Offers live chat, form-based e-mail response, and direct e-mail messaging for e-commerce service. Allows online businesses to dynamically track, profile, and target visitors, and live agents are provided with a complete history of past and present customer interests, so they may suggest additional products or service to customers.

- Features include intelligent call routing, detailed e-mail management and agent screens, and an open standards architecture for easy deployment and integration with existing databases and e-commerce systems.

Symposium WebResponse Server
Nortel Networks
Dept 1019, One Brunswick Square
Atrium, Ste. 100
Saint John, NB E2L 4V1 Canada
Ph: 800-4-NORTEL
www.nortelnetworks.com

- Windows NT-based software solution for routing, automated response templates, reporting, and management for customer-generated e-mail. Allows tracking of response times, customer complaints, and agent efficiency, as well as the number of e-mail requests generated by each Web page.

- Information is provided to the server through Web forms, and agents can respond to queries through a variety of methods, including softphone callback.

- Part of the Symposium portfolio of products, which integrate call center functions with interactive voice response, multimedia messaging, call conferencing and messaging, and professional services.

Help Desk 4.0
Remedy Corporation
1505 Salado Dr.
Mountain View, CA 94043
Ph: 650-903-5200
www.remedy.com

- Offers four, integrated capabilities for problem management, problem resolution, asset inventory management, and change tasks request management.

- A three-tier client/server architecture enables thousands of users to access Help Desk concurrently, and allows instant access from anywhere in the world. Java client options allow deployment via the Internet or an intranet.

- Includes desktop management through the Intel LANDesk management suite, virus protection with a 10-user license from Symantec, and partnerships with other vendors for additional features and functionality.

CyberCall For Applix Enterprise
Applix, Inc.
112 Turnpike Rd.
Westboro, MA 01581
Ph: 508-870-0300
www.applix.com

- Integrates the Applix enterprise with CyberCall from ATIO Corporation to direct customer communication via all media types.

- Provides a customer interaction solution for the enterprise through phone, fax, e-mail, voice over IP (VoIP), Web callback, and Internet chat.

- Offers prioritization, routing, and queuing of all customer interactions, automates handling of voice calls through integrated voice response (IVR), and also provides fax on demand.

CCPRO
CellIT, Inc.
8300 NW 33rd St., Ste. 200
Miami, FL 33122
Ph: 305-436-2300
www.cellit.com

- This traditional call center product now supports IP telephony for multimedia applications over enterprise intranet and Internet-based

networks.

- Enables real-time voice and messaging communications for Web and e-commerce applications, for enhanced customer service.

- Utilizes the Web, while maintaining traditional features like inbound and outbound predictive dialing, IVR, call logging, and scalability using inter-chassis broadband trunking. Also offers unified SQL reporting to reduce expenditures and operating costs.

CyberACD
prairieFyre Software, Inc.
P.O. Box 1390
Norcross, GA 30091
Ph: 770-447-1350
www.prairiefyre.com

- A Web-based call center reporting application with unlimited clients for simplicity and scalability through familiar user tools like the Microsoft BackOffice Server family.

- Includes the ACD Manager of integrated Windows programs for data collection, analysis, and storage, as well as security, forecasting, monitoring, and historical reporting.

- Architecture is PBX-neutral, uses Microsoft technologies including SQL Server 7.0, ASP Server, and Visual C++, and uses the Microsoft DNA-based architecture for deployment in everything from small, stand-alone systems to server farms.

Docent Enterprise 4.0
Docent, Inc.
2444 Charleston Rd.
Mountain View, CA 94043
Ph: 650-934-9500
www.docent.com

- Allows companies to design and deliver Web-based courses, as well as track and assess student needs and performance. Students may register and take courses online, without third-party intervention.

- Includes real-time voice and text chat as well as other messaging solutions, and includes a learning management server for tracking curriculum, multi-user access, and for adding third-party tools and scheduling events.

- A content delivery server offers detailed tracking of course statistics and assessments, as well as scalability to thousands of users. Also

integrates with existing databases.

ProCenter MX Web
Siemens Information and Communication Networks, Inc.
900 Broken Sound Pkwy.
Boca Raton, FL 33487
Ph: 561-955-5000
www.icn.siemens.com

- Integrates with Web applications to collect information about Internet transactions, allow customers to schedule a Web callback, and route calls to the proper agents, who can toggle between the voice ACD and the Web callback queue.

- Enables automatic dialing of outbound calls, as well as synchronized voice calling and Web browsing if the customer has the capability.

- Also offers call center statistics like service level, agent talk time, and queue measurements. The Prompt Response system allows Web customers to access account and other information online, as they would through interactive voice.

eBridge
eFusion, Inc.
14600 NW Greenbrier Pkwy.
Beaverton, OR 97006
Ph: 888-4EFUSION
www.efusion.com

- Acts as a bridge between the PSTN and the Internet, allowing a call center to deliver voice and data services over one telephone line.

- Enables real-time voice communications with simultaneous Web surfing for customers and call center agents, as well as two-way text chat and form sharing.

- Part of eFusion's enterprise systems, which are scalable to thousands of ports, and work with existing automatic call distributors (ACDs), PBXs, and call center management information systems.

WebEx Meeting Center
ActiveTouch, Inc.
5225 Betsy Ross Dr.
Santa Clara, CA 95054
Ph: 408-980-5200
www.webex.com

- Comprised of fee-based services to add WebEx Meetings, WebEx Offices, and WebEx Suites to a Web site. Services are integrated with a standard browser for real-time chat, sharing of documents, presentations, Web tours, video demonstrations, and remote control of other attendees' PCs.

- Supports existing firewalls and connections to all common phone networks, while meeting scalability and availability needs in the enterprise. Will also connect users to a common Web server without proprietary clients, servers, or peer-to-peer links.

- Uses the T.120 industry standard of networking protocols for multicasting, multipoint data communication, and application sharing.

INtelligentACD
telecom technologies, inc.
1701 N.Collins Blvd., Ste. 3000
Richardson, Texas 75080
Ph: 888-FONE-TTI
www.telecomtechnologies.com

- This carrier-centric ACD system is geared toward operator services and network-based call center applications. Enables automatic call routing so providers can offer value-added services.

- May be configured for applications with anywhere from 20 to 1,000 operator positions. Offers a flexible architecture, for configuration as a stand-alone device interfacing to a single media switch, or for scalability through multiple networked units.

- Offers release link trunk capability, skills-based agent queuing and routing, and call detail recording. Planned enhancements include VoIP capabilities for agent positions with H.323, SIP, and SIP+ compatibility, IVR applications for call process automation, directory assistance, and fraud management.

eContact Suite
Quintus Corporation
47212 Mission Falls Court
Fremont, CA 94539
Ph: 800-337-8941
www.quintus.com

- This set of software products includes media connectors that link the product's eContact engine to e-mail systems, e-commerce software, IVR units, ACDs, and imaging systems.

- Integrates with back-office and legacy systems for utilizing existing

knowledge about a customer database, and includes reporting software for quick decisionmaking. Also made up of the Quintus CTI solution for managing workflow across different platforms and operating systems, and for enabling intelligent call qualification and routing, voice and data collection, and desktop screen development.

- Other features include customization and administration services through GUI-based management, the QRepository system for storing customer data, and the QConsole for controlling agents' desktops.

k-Commerce Suite
Inference Corporation
100 Rowland Way
Novato, CA 94945
Ph: 800-322-9923
www.inference.com

- Integrates Web, chat, call center, e-mail, and IVR customer access into a scalable, knowledge-based solution. The k-Commerce Knowledge Base stores customer and product information for utilizing experiences, documents, and other problem-solving data.

- Allows live agents to serve multiple customers at once, using real-time chat to guide potential buyers through solutions. Each interaction appears in a separate Window on the agent's desktop for easy establishment of a chat session; pushing of questions, Web pages, and graphics; and easy lookup of customer information from the database.

- k-Commerce Web allows customers to type in a request, and the Web server responds using XML and Inference's proprietary technology. The server will ask additional questions until a solution is found, and will link to Web pages, graphics, and software updates.

CIMWeb
SOFTGEN International
8150 N. Central, Ste. 1201
Dallas, TX 75206
214-346-0661
www.softgenintl.com

- Offers live video streaming, e-mail response management, dynamic HTML, and outbound call campaigns for Web-enabled customer contact centers.

- Designed as a plug-in for SOFTGEN's CIMphony software applications, CIMWeb offers a call-me back feature that generates a screen pop so service agents can initiate real-time callbacks to customers. Customers can establish voice and video interaction with an

agent during a Web session.

- Other features include dynamic management of HTML forms, support for SMTP and POP mailers, and configurable routing rules using a skills-based engine.

TeleVantage 2.1
Artisoft, Inc.
5 Cambridge Center
Cambridge, MA 02142
Ph: 617-354-0600
www.artisoft.com

- A Windows-based PC-BX, TeleVantage 2.1 offers complete call control through a simple desktop GUI, for accepting, forwarding, transferring, or screening calls. Graphical voice mail management and an electronic phone directory are added features for simplified contact handling.

- Features include conferencing ability, do not disturb mode, and the ability to process multiple calls. An advanced voice mail system enables setup of personal greetings, passwords, and the ability to log in and retrieve messages remotely. ACD capability, call logging and reporting, least cost routing, and multi-level auto attendant are also included.

- Calls may be placed or taken using a phone or a multimedia PC, and may also be forwarded to one or several locations. Voice messages may also be sent via e-mail as attachments, or message notification may be enabled through a pager. The system may be scaled up to 144 extensions.

Web Collaboration System (WCS)
eGain Communications Corp.
624 E. Evelyn Ave.
Sunnyvale, CA 94086
Ph: 408-737-7400
www.egain.com

- Enables browser sharing, text and real-time VoIP chat, and Web callback so representatives can answer customer questions as soon as possible.

- Offers built-in routing and tracking for gathering and reporting information about customer Web site activity, as well as routing and queuing of inquiries for managing call traffic, compiling reports, and administrating the system.

- Allows agents to handle multiple customer requests simultaneously. Based on the Web Component Architecture, the system is open, scalable, and easy to configure. It will also integrate with existing ACDs and CTI applications, as well as customer databases, e-commerce systems, and customer relationship management (CRM) systems.

WebLine Customer Interaction Suite
WebLine Communications Corp.
One Burlington Woods, 1st Fl.
Burlington, MA 01803
Ph: 781-272-9979
www.webline.com

- Includes the WebLine Collaboration Server to allow sales and service representatives to exchange Web-based information with customers, while simultaneously conducting a conversation via phone, text chat, or VoIP.

- The Media Blender framework offers integration with an existing e-commerce infrastructure. The Server offers application sharing, caller collaboration for sharing information without an agent, white boarding, and a development kit for creating additional e-commerce applications.

- Also includes FormShare for collaborating on Web-based forms, and FrameShare, for framed Web pages, text chat, and conferencing. CyberSeminar mode may be used for large conferences with hundreds of participants.

Telesto Portal
Lightbridge, Inc.
67 South Bedford St.
Burlington, MA 01803
781-359-4000
www.lightbridge.com

- This component-based, thin client middleware offers building blocks for adding functionality to standard browser architectures or third-party applications.

- Enables creation of fraud screening, activation functions, and credit qualification over intranets or extranets. Designed for customer acquisition, retention, and risk management.

- Integrates with Lightbridge's front- and back-end solutions for billing, telemarketing, inventory fulfillment, and point-of-sale transactions. Surf & Call Center

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VocalTec Communications, Ltd.
One Executive Dr., Ste. 320
Fort Lee, NJ 07024
Ph: 201-228-7000
www.vocaltec.com

- Enables live calling from a Web site to a call center, as well as collaborative Web browsing and form sharing for customers and agents.

- Will work with an existing PBX and ACD, and customers need only have a multimedia-enabled PC (speakers and a microphone or a headset) to utilize VoIP benefits.

- Packaged as a plug-in to the VocalTec Ensemble Architecture, it includes a developer took kit, and offers an open architecture with application programming interfaces (APIs), for integration with different switches and call center components.

HEATWeb
GoldMine Software Corporation World Headquarters
1125 Kelly Johnson Blvd.
Colorado Springs, CO 80920
Ph: 310-454-6800
www.goldmine.com

- A Web interface to the essential functions of the HEAT help desk solution system from GoldMine.

- Provides analysts access to call information from Web-enabled workstations at remote client sites, or through an internal intranet. Agents can access real-time call details bidirectionally, for remote acknowledgment, reassignment, or resolution of calls. Agents can also add, modify, or close calls remotely.

- HEAT is Internet-enabled, and allows integration with network management and asset management systems.

Talkback
Full Circle Software
1309 S. Mary Ave.
Sunnyvale, CA 94087
Ph: 408-245-9606
www.fullcirclesoftware.com

- Delivers detailed information about product quality, customer satisfaction, and product usage for automated, Web-based communication among end users, developers, and support technicians.

- Captures, correlates, and reports application and system information about crashes and bugs, which is automatically relayed to engineers and developers. Will also record system information at the time of an incident and store in a central knowledge base.

- An automated product feedback loop enables faster solutions to customer problems, reducing support calls and reducing development and testing times

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Salvo
Simware, Inc.
2 Gurdwara Rd.
Ottawa, ON Canada K2E 1A2
613-727-1779
www.simware.com

- This application development framework enables the building of enterprise-level extranet applications. New information is created from existing data using component-based business logic for better customer relationship and information management.

- Business applications for customer self-service, call center and order management, online reservation systems, and dealer/agent networks may be created using Salvo.

- Made up of the Salvo Server and Salvo Impact, this multi-tier model provides an easy, whiteboard approach for building applications.

Customer Relationship Portal
Aspect Communications Corp.
1730 Fox Dr.
San Jose, CA 95131-2312
Ph: 408-325-2200
www.aspect.com

- Integrates previously distributed, disconnected media while sharing customer data among all contacts so customer interaction information is immediately available to agents. Also offers controls for connecting to a range of components like desktops and front-office databases.

- Runs on Windows NT Server, and deploys virtual contact centers for routing customers to the best customer service resources.

- Customers may initiate a query through e-mail, self-service on the Web, or by clicking a "call me" button for real-time VoIP interaction.

LiveContact

Servicesoft Technologies
Two Apple Hill Dr.
Natick, MA 01760
Ph: 508-653-4000
www.servicesoft.com

- Part of ServiceSoft's eCenter, LiveContact allows customer interaction with agents through VoIP, text chat, or a second phone line for multimedia-rich conversations that include Web page collaboration, file transfers, and customized online brochures.

- Customers may initiate a session from a Web page by clicking on the LiveContact icon. Agents can handle multiple requests at once, and multimedia contact can be customized on-the-fly using the brochure building template.

- Other features include pre- and post-sales differentiation, pre-qualification, and a media library which stores frequently requested information.

TRACK HelpDesk 5.5
Soffront Software, Inc.
830 Hillview Court, Ste. 140
Milpitas, CA 95035
Ph: 408-263-2703
www.soffront.com

- An enterprise-level application designed to track help desk operations including problem management, problem resolution, change request management, and asset inventory management.

- Offers reporting capabilities, and the ability to track and route requests and problems based on customizable business requirements. Will initiate requests via phone, Web browsers, or e-mail, and enables information sharing across departments, locations, and applications.

- Integrates with Microsoft Scheduler, Project, Outlook, and Exchange, as well as the TRACK Knowledge Base and Testing Tools, cc:Mail, and Lotus Notes.

CosmoCall Universe
Cosmocom, Inc.
300 Wheeler Rd.
Hauppauge, NY 11788
Ph: 516-851-0100
www.cosmocom.com

- New version of CosmoCom's call center software, with a focus on

high availability for Internet and PSTN callers, as well as ACD intelligence.

- Offers scalability to 8,000 agents for 50,000 simultaneous calls and messages, with an average processing rate of 200 call arrivals per second. Uses clustering, disk redundancy, hot swapping, and N+1 server redundancy for performance.

- Provides communication transport security for servers and agents through MSMQ, as well as HTTPS and SSL for secure caller data communications.

- H.323 compliant, the Universe supports E1 and Euro ISDN interfaces as well as IVRs.

Integrated Contact Center (ICC)
PakNetX Corp.
11 Red Roof Lane
Salem, NH 03079
Ph: 603-890-6616
www.paknetx.com

- The solution that provides the functionality for PakNetX's new PNX ACD 3.0 system, the ICC allows customers to contact agents through a "Connect Me" button on a Web site, by requesting a callback, through text or real-time VoIP chat, or through a traditional phone call.

- Supports traditional call center capabilities over all media types through the PNX Diverse Media Switch, and additional functions include browser sharing and video and data collaboration.

- Offers out-of-the-box support for all types of Internet media, and can process incoming and outgoing POTS calls when used with the optional PNX Telephone Interface Module.

We asked several vendors in the Web-enabled call center arena for their opinions on a variety of IP call center issues. The questions and answers appear below:

Should all call centers be Web-enabled?

Yes. If your company does any business over the Web, wants to maximize agent skills/productivity, and leverage current infrastructure, then your call center should be Web enabled. Your customers will expect that same level of service and treatment over the Web as they would normally receive over the telephone. Delivering consistent responses to customers, regardless of the

medium they choose to contact you by, will further increase customer satisfaction. — *Seth Neumann, senior manager, e-commerce solutions, Nortel Networks*

It makes sense for all companies which have call centers to grow with technology and embrace the Web. Over time, the World Wide Web has opened up a new channel of communications between vendors and customers. Initially, this communication was outbound to customers, such as corporate Web sites describing products. Then Web sites added inbound communication such as customer surveys and other data collection linked to internal databases. Sites are automated to the point now that outbound information is varied based on inbound information. The Web-enabled call center is simply the next step in this evolution, providing full, live, bi-direction communication between vendor and customer using this new communications channel.
— *Lee Schlenger, product manager, Artisoft, Inc.*

What is the benefit of adding "push-to-call" capabilities to a Web site for direct contact with a call center?

The first one that usually comes to mind is cost. However, perhaps the main benefit of "push-to-call" technology is that the customer isn't "bounced" from the Internet to the phone network in order to talk. Customers will choose a limited communication mode in many cases in order to avoid the "bounce." That's why many people choose to communicate via e-mail once already at a Web site rather than disconnect and pick up the phone. What's more significant is that these people are willing to move from a real-time, media-rich interaction mode (viewing Web pages) to a non-real-time, text-only interaction (e-mail) rather than make a phone call. The same principle holds with Web chat. As a result, even though there are still certain quality and reliability issues with Internet telephony, people are willing to try it if they feel there will be some chance of successful interaction that avoids the "bounce."
— *David Fuller, call center marketing manager, Interactive Intelligence, Inc.*

"Push-to-call" capabilities allow a vendor to engage as many potential customers as possible and speak to them when their interest is at its peak. Frequently, customers peruse a company's Web site and read about products or services. To get more information or make a purchase, in most cases, the customer has to then either pick up the phone and call or submit an electronic form or send e-mail. Many customers don't make the extra effort to call and don't use the e-mail approach because it lacks immediate gratification. Push-to-call allows a company to engage interested customers with a simple click of a button.
— *Lee Schlenger, product manager, Artisoft, Inc.*

Outline some of the available ways to Web-enable an existing call center, as well as simple ways to add call center-functionality to a Web-based business.

There are many products that help existing call centers add e-mail

management, chat ACD, Web callback, and Web collaboration to their existing infrastructure. In many cases, this can be a complex proposition, given the existing legacy and proprietary telecom/call center technology model. Still, in many cases, this is how organizations add new interaction channels to old ones.

Other solutions such as "all-in-one" communications servers and interaction management platforms may be appropriate. These systems combine multiple interaction types that come in over the phone, fax, e-mail, and Web, and provide a common administration, design, queuing, and reporting architecture. As a result, functions such as ACD, IVR, CTI, e-mail routing, Web chat, and Web collaboration can be blended into innovative and customer-oriented processes, usually with much fewer devices than have been required with traditional telecommunications and CTI-oriented approaches.
— *David Fuller, call center marketing manager, Interactive Intelligence, Inc.*

What type of impact will widespread Web-enabled call centers have on e-commerce?

Web-enabled call centers are perfect for e-commerce and will do much to grow that field. Many customers are already comfortable with the concept of e-commerce since they peruse company Web sites for product information and see the products for sale directly. However, in many cases the customer has a few questions that need to be answered before purchase. Sometimes they will place a phone call to the sales call center, sometimes they won't. If there were a push-to-call button present, the few questions could be answered and then the customer could continue with the e-commerce purchase.
— *Lee Schlenger, product manager, Artisoft, Inc.*

How important are standards for Web-enabled call centers?

It's fair to say that any Web-oriented approach must be standards-based. That's what is mainly driving the rapid adoption of the Web as a primary customer portal. Web page standards such as HTML, Java, and XML; communication standards such as IP, HTTP, and H.323; and emerging standards such as SIP and MGCP will allow Web-enabled call centers to adopt technology that can interoperate down the road.
— *David Fuller, call center marketing manager, Interactive Intelligence, Inc.*

One of the key benefits often cited for Web-based commerce is ease of implementation. This is only true if standards exist to ease integration. XML, various security and authentication protocols, and other published interfaces dramatically shorten implementation time and allow disparate systems to work together.
— *Seth Neumann, senior manager, e-commerce solutions, Nortel Networks*

How can a solution that is transparent to the end user be successfully implemented?

Transparency means that the user has the same view of the enterprise, no matter how he interacts with it (phone, Web, etc.), and that the enterprise has a common view of the customer (whether seen from sales system, service system, etc.). A customer relationship management (CRM) system should be used as a base to ensure that consistent customer-related information is available to any application the customer sees.

— *Seth Neumann, senior manager, e-commerce solutions, Nortel Networks*

One fundamental way to hide the technology from the customer is by implementing solutions that reduce the physical interfaces and links between multiple systems. By reducing the number of systems involved in the final solution, the number of interfaces and links will correspondingly decrease, as will administration, development, and reporting differences.

— *David Fuller, call center marketing manager, Interactive Intelligence, Inc.*

Customers most often do not care about specific technology in use. Understandably, they simply want things to work well. Broad adoption of standards-based VoIP clients, such as in browsers, desktop computers, etc. will allow customers to seamlessly interact with standards-based Web-enabled call center systems.

— *Lee Schlenger, product manager, Artisoft, Inc.*

What is the benefit of having a knowledge base for Web-based calling?

The requests that come in through Web-based communication modes such as Web callback, Web chat, Web collaboration, and e-mail are essentially no different than requests that have been received by more traditional methods such as the phone, fax, and physical mail. As a result, sharing a knowledge base so agents can respond to requests regardless of the mode of communication is significant.

— *David Fuller, call center marketing manager, Interactive Intelligence, Inc.*

An agent knowledge base will improve the customer experience at any call center, but the Web enables the agent to see what the caller was last looking at and, therefore, respond more specifically to the customer's requirements. In many cases, the customer will search the database and solve his or her own problem.

— *Seth Neumann, senior manager, e-commerce solutions,*

Teleservices, Wi-Fi and Biometrics

Technology Marketing Corporation,
One Technology Plaza, Norwalk, CT 06854 USA
Ph: 800-243-6002, 203-852-6800; Fx: 203-853-2845
General comments: tmc@tmcnet.com. Comments about this site: webmaster@tmcnet.com.

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